

AUTOMOBILE NEWS

Schuman Carriage Co. Makes Wonderful Progress In 20 Years

More Than Keeps Pace With Growth of City During Last Decade.

Business Grows From Three-men Concern to One Which Employs Upward of 100 Workers—Large Building at Corner of Alakea and Merchant Streets Covers Floor Space of 80,000 Feet—First Building in 1907 Covers Only 3000 Feet—President of Company Did Not Believe Automobile Would Be Anything But Fad at First—Now Sells One Machine Each Day of Year—New Building Cost \$127,000

"It should be catalogued as one of the places of interest for tourists," said a visitor yesterday as he walked out of the new building recently erected at Merchant and Alakea streets by the Schuman Carriage Company, Limited. "I was indeed surprised to see the large number of motor vehicles in Honolulu, but I was astounded when I was taken through the great vehicle establishment."

Visitors to Honolulu are not more appreciative than the local residents, who have watched the Schuman Carriage Company grow from a small concern to one that ranks well with any in America, considering the population there is to draw from. Hundreds of Honolulu residents have been shown through the motor and carriage departments on Merchant and Alakea streets, and there will certainly be many tourists taken through the various departments to show what goes on in Honolulu.

Gustave Schuman, president of the Schuman Carriage Company and founder of the business, was asked by the Star-Bulletin to tell something of the history of the company and the progress that was made. Mr. Schuman declined to talk about himself, but in relating the progress of the business one could see that a personality had entered into the development from stage to stage.

Gustave Schuman in 1897 started a business in carriages and harness on Fort street above Hotel. All of the goods sold at that time were American made, and the business steadily increased year by year. The sales for the first two years averaged \$30,000. Now the sales each year total more than \$1,000,000.

At the time of the organization of the business the concern covered 2,000 feet of floor space. There is now 80,000 feet of floor space in the new building. In 1897 there were two employees busily engaged in handling the business. Today the establishment is a veritable beehive, with upward of 100 employees carrying on the business that is forty times larger than that of less than twenty years ago.

These figures alone show the progress of the business more than any other word that could be said. The figures not only show that Honolulu is growing rapidly, but they show that the Schuman Carriage Company has more than kept pace with the growth of the island metropolis.

One of the two employees who were first connected with the Schuman Car-

riage Company is still with the company. This is William A. Akerman, who is connected with the sales department. A number of the other employees who joined the company later are still in harness. Employees state that the company has at all times been wide awake to the opportunities which have presented themselves.

Mr. Schuman visited the world's exposition at St. Louis in 1904, and brought back the first car with him. It was a Ford. Mr. Schuman drove this car, and the first car eight of the cars were sold. One of the features of the sales was that the clients bought four cars to be placed in the rent service in 1905. James Quinn also had a rent car in service at that time.

During the early years of the automobile business Mr. Schuman, like many other men, believed that the automobile was merely a fad, and expected it to die out in time. But as the fad grew to be a necessity he took advantage of the opportunities and went into the automobile business with a purpose, and as a result the sales average about one car per day at the present time.

The Schuman Carriage Company building occupies 80,000 feet of floor space facing three streets—Alakea, Merchant and Richards. The front is constructed of terra cotta block, and the garage and machine shops have concrete walls, all of which are fire-proof.

The building was constructed along the plans outlined by Mr. Schuman, and every detail was carried out to bring the very best results. The structure was erected at a cost of \$127,000, and required 11 months for completion. As it stands now, it is one of the show places of the city.

The main entrance to the main building leads into the large showroom, which has a 260-foot glass frontage, giving an ideal lighting for the exhibition of the cars. Here are located the private offices and the general offices. In another room the bookkeepers are stationed. In every department the latest office appliances are used. New desks have been purchased for use in the offices.

The various departments, including the motorcycle, bicycle and accessories, are connected. The paint and varnish departments are ideally placed, and all enter into the big concrete workshop, which is one of the busiest spots in Honolulu at all times.

A visit to the workshops, which include the machine shops, the wood-

working department, blacksmithing and trimming departments, shows the men at work on the many and difficult jobs that have given the Schuman company a reputation for speed and efficiency combined.

In the basement row after row of tires are placed and in one large room there is now more than \$30,000 expended on tires. In the basement are also kept parts for automobiles, motorcycles and carriage and wagon material. Parts for farm implements are also located here, the implements themselves being on the first floor.

From the first to the second floor an inclined drive takes one to another workshop where the men are working on broken-down automobiles. In one large room the rough painting is done. In another room the painters are busy on the fine work. This room is constructed so that not a particle of dust accumulates on the cars when they are being painted.

In the construction of the building everything was done to make the handling of the business systematic in every way. From the cash carriers in the office to the large vacuum cleaner in the basement, there are equipments to handle every situation. In the construction department the same thing holds good. One man was working on a bicycle chain, another was completing the new body on the motor ambulance for the Maui Agricultural Company hospital.

Altogether each department is handled by a capable force, and the work is systematized. Department 1 comprises the selling of new cars, including the sale of Ford, Overland, Oakland, Oldsmobile, Hudson, Franklin, White and the Pierce-Arrow, in pleasure vehicles. In the truck line are the Republic, Federal, White and Pierce-Arrow. Excelsior motorcycles and Iver-Johnson bicycles are in another department. During the tour of this department, word was given out that a carload of new Iver-Johnson bicycles will soon arrive for the Schuman Carriage Company, which is the territorial agent for this well-known make.

Other departments are: Automobile accessories and tires, including all supplies; carriage and wagon materials; farming implements; auto repair shop; carriage shop, which includes woodworking, blacksmith and trimming and painting departments; garage, including the Associated Garage on Bethel and Merchant streets, where a service is still retained for automobile owners. Among the tires handled by the company are Goodrich, Kelly-Springfield and Michelin.

In discussing the good roads question with reference to the automobile business, Mr. Schuman said:

"The automobile is here to stay. If we had better roads there would be more automobiles sold, naturally. One of the principal points in building a road is a foundation. If the top falls away you still have the foundation,

SUPER-SIX HAS HONORS IN BIG SPOKANE SHOW

Wins Hill-Climb and Captures Clean Sweep for Hudson First in 100-Yard Dash;

"The Hudson super-six won the feature event at the Spokane meet which was a part of the auto show," said Mr. S. S. Paxson of the Schuman Carriage Company, local Hudson distributors.

The big motor car event of the day was the hill-climbing contest, which was listed as event No. 4, between the winners of the first three classes. This was easily captured by a stock super-six, beating a number of non-stock cars, and particularly a popular eight which was stripped of body fenders and running boards and used a canvas hood. The hill course was 2,159 feet, with an average grade of 7.55 per cent. The time of the super-six was 36.4 seconds. The stripped eight was second in 38.1 seconds. The super-six's time was the best ever made up this particular hill, Spokane's test hill, in a contest, on high gear.

The trophy for the winner of this event was the Spokesman-Review silver cup. The meet was sanctioned by the American Automobile Association under class C, for non-stock cars, and the association's representative, Frank W. Gilbert, was at the finish line.

The super-six also annexed event No. 2, for cars with a motor displacement of from 231 to 300 cubic inches, which was a dash to test speed. The Hudson car made a speed of 45 miles an hour, at the finish line doing the dash in 37 seconds flat.

On another day of the auto show contests the super-six won the 100-yard dash. The requirements were that the driver should be standing on the ground with the door closed. At the pistol shot he must open the door, jump in, start the engine, drive 100 yards, and stop on the line. Frank McDonald defeated a number of entrants for this event in 15.2 seconds.

It will be seen that the Hudson super-six practically made a clean sweep by defeating all winners of other events in the fourth event, and by capturing the coveted trophy, as well as others of the events to which its piston displacement made it eligible to start.

OUTPUT OF CHEVROLET CO. IS TO BE LARGER

The Chevrolet Motor Company has decided to increase the output from the Oakland factory 50 per cent. In other words, they will build 15,000 cars this season instead of 10,000. This is the information brought back by Vice-President R. C. Durant of the Chevrolet Motor Company of California. The Chevrolet Motor Company is not only going to build a plant in Oakland, Cal., but also at Fort Worth, Atlanta, Minneapolis and Kansas City. These factories are now also in the process of construction and will shortly be completed.

but if the base is gone, then the road is worse than useless.

"Some time ago \$90,000 was spent on a piece of road on the other side of the island, one end of which went to pieces before the other end was completed. This was due to poor foundation. With a principle established of first making the foundation substantial, the good road question will be answered, when the people realize what good roads mean to a community."

The present officers of the Schuman Carriage Co., Ltd., are as follows: Gustave Schuman, president; S. S. Paxson, vice-president and manager; W. G. Ashley, treasurer, and G. W. Schuman, secretary.

SPARK PLUGS REQUIRE CARE, SAYS P. M. SMOOT

more and more a higher standard of accessories that go to make up the ideal car. Given the right motor, the correct body, the lasting, serviceable, economical touring car, limousine or roadster a motorist can figure a comparatively low depreciation on his investment, but it is in the line of the smaller, less noticeable but highly important accessories that he must watch with zeal and caution if he would get the best out of his motor. Spark plugs enter largely into the running of a car, but the average motorist rarely bothers himself as to the why and wherefore of a spark plug.

Mr. P. M. Smoot of Smoot & Steinhauser, Ltd., points out that it is in the making of plugs—in the long, careful process of manufacture, of expert handling from the raw material to the finished article, that spells the secret of their longevity. Nothing is left to guess work or haphazard methods. A tried, tested and proven design decided upon, and banks of the most intricate automatic machines with skilled operators, take up their part in the several processes entailed in the actual making of the plug.

Alfred H. Clement & Co., New Orleans freight brokerage firm, have purchased four sailing vessels and will put them into transatlantic freight service.

SURF RIDER TO BE USED ON ALL RADIATOR TOPS?

Local Auto Dealers Boost for Hawaiian Type on Cars on Mainland Trips

"Boost Hawaii in some way, say all the men who are interested in the promotion of the Paradise of the Pacific, and the automobile men are doing their share in the good work. The latest booster plan is the placing of a Hawaiian surf rider on the radiator cap instead of the kewpie, dancers and other novelties not typically Hawaiian."

A few cars already have placed the Hawaiian surf rider figure on the radiator, and everywhere the comment is made that the type is Hawaiian, and denotes speed. A number of tourists have already placed the surf riders on their cars, and travelers are beginning to know those who have paid a visit to Hawaii by the radiator top.

Local automobile men are urging the residents of Honolulu who are taking their cars to the mainland to secure one of these tops, as they will help greatly in giving an impression of Hawaii that will not soon be forgotten. The new plan of boosting appears to be meeting with much favor.

PRESIDENT OF CUBA NOW OWNS BUICK TRUCKS

The president of the Cuban republic now owns a Buick D-4 truck which is used to do all the hauling for the presidential estates in Havana. The chief of the republic was so impressed with one of these trucks which he saw on the streets of Havana one day that he ordered one purchased for his own estates.

CORRECT INFLATION OF TIRE MOST IMPORTANT TO MOTORIST

Too Many Drivers Use Insufficient Air to Gain Easy Riding, Says S. S. Paxson, Manager of the Schuman Carriage Co.—Rubber and Fabric Cannot Stand the Strain That Should Be Placed on Wheel—Weight of Tire Factor in Pressure

S. S. Paxson, manager of the Schuman Carriage Company, makes a few interesting comparisons between a motor car engine and a tire, making the point that no engine is guaranteed to do its work satisfactorily without sufficient lubrication, and that no tire, however well made, should be expected to give its best service without being pumped up to the proper point. He contends that proper tire inflation is as necessary to good service as is proper motor lubrication.

"The weight of the tire is, of course, the chief factor in determining its proper inflation pressure," says Mr. Paxson. "The best efficiency cannot be obtained by keeping the tires inflated to any particular pressure regardless of the weight carried. The pressure to which a tire should be inflated depends upon the maximum allowable deflection of the tire under load; that is, the degree to which its shape is flattened out at its point of contact with the ground. This deflection varies directly as the load carried and inversely as the pressure within the tire. That is, the greater the load the greater the deflection with the same pressure and the greater the pressure the less the deflection with the same load."

Motorist Places Burden on Tires.

"The owner inevitably has to contend with the question of sufficient air pressure to give long life to tires, on the one hand, and not too great pressure to give easy riding on the other hand; and motorists are prone to allow their tires to run a little under the proper pressure for the sake of easier riding. When this is done the motorist is simply placing on the tires the burdens the springs and shock absorbers should bear."

"Tires are not meant to do this work. Rubber and fabric cannot stand the strains that should be placed on steel. When the tire casing is allowed to run soft enough to take up the road shocks that the shock absorbers and springs should be

accountable for, there is a constant flexing of tread and fabric that inevitably causes disintegration and separation between the layers, and which in time will result in the utter destruction of the body of the tire. Increase too slight for any consideration."

"Tire manufacturers are unanimous in saying their tests have shown that a great deal more damage to the tire is occasioned by endeavoring to compensate for the difference in pressure caused by increase in temperature of the tire through lower inflation in summer timethan would be caused by such increase in pressure itself. This increase is so slight that it need not be considered. It is almost negligible from the standpoint of the car owner."

"The tensile strength of a single layer of 17-ounce San Island fabric is approximately 480 pounds to the square inch. In a five-inch tire, where seven layers of fabric are used, the tensile strength of the carcass is in excess of 3000 pounds to the square inch. In a perfectly built tire it would require this amount of hydraulic pressure to blow it out."

"Experiments along this line have been conducted in which more than 2000 pounds of air have been placed in a tire and the iron rim itself has given away before the tire, and the hydraulic pumps have broken down before the pressure in the tire being subjected to the tests has given way."

Dick Oliver, for a number of years manager of the Waimea Hotel on Kauai, has resigned the position to take the Kauai agency for the Schuman Carriage Company. Mr. Oliver has been an ideal "mine host," and has many friends throughout the island. He is a graduate of the Kamehameha Schools and an active booster for Kauai. The automobile world gains a booster, although the tourists and travelers will miss his aloha at the Kauai hostelry.

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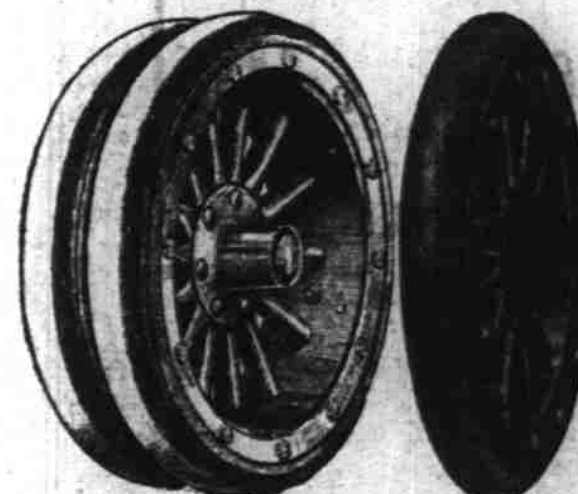
Firestone Hard Base Tire for Trucks

Conservatively 60 per cent of all the Trucks in the United States have proven the superior stuff of which Firestones are made.

NOTE THE CONSTRUCTION

The steel channel is sawtoothed. A hard rubber base is forced into these sawteeth, then the tread rubber built up, ply by ply, to the required thickness. The whole tire, steel, base, hard rubber sub-base and soft tread rubber, is cured under an enormous pressure, in steam, making an absolute unit, as strong at the unions as the steel base itself. The sides of the channel form an additional protection to the base unions. In the event a wheel strikes a curb, the rubber cannot be injured.

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